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WILLIAM J. ROTH
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April 12, 1993

TO: All Divisions/Districts with Mobil Oil Corporations

SUBJECT: Mobil Oil Corporation Chain ID #'s 0975-02-03 Dallas
0975-02-02 West Corp.
0975-01-02 East Corp.
0975-01-01 East Fran.
0975-02-01 West Fran.

RE: Counter Plan-O-Grams for Contractual Displays

Dear Ladies and Gentlemen:

Attached is a counter Plan-O-Gram for RJR and PM displays. This authorized Plan-O-Gram is for 13', 16' and standard transaction counters.

As information, RJR "custom" displays have been developed for this chain as follows:

1. Standard store: Item #205130 includes a 2 tray PCD with small Lt Box (40 Pk tray and 80 Pk tray) and a two tier promotional display. A Doral CCD is approved/required, therefore you will need to supply a 120 wire unit for Dorals/Sterling on the back bar.
2. 13' Future Store: Item # 344951 includes the same as the standard store above, however, the promotional unit under the counter is made to fit the space allocated in a 13' transaction counter.
3. 16' Future Store: Item #344918 once again includes PCD and Promotional unit that fits the space allocated on a 16' transaction counter.
4. 13' Retro Fit: Item #344950: This item number includes a new Promotional kit only. In the Retro Fit stores (remodeled stores) we should have our PCD, etc. Therefore, your only need should be a new Promotional Kit.

I hope the above clarifies RJR displays with the corresponding SMS item number.

NOTE: Allocations on the above item #'s have been assigned to Washington Chain #2940, therefore display request(s) must come through my office. Mobil Corporate is doing a good job in keeping me informed of new/remodeled stores so I may order directly to your Division. However, I explained the above, should any stores "fall through the cracks".

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In addition, listed below are approved contractual plans for this chain.

* Preferred Presence Locations: * Based on individual store volume*

Weekly volume 120-169 - Plan 3K3 = \$85.00

Weekly volume 170+ - Plan 4K3 = \$95.00

An Extra Value EVD unit is authorized at \$15.00 based on ASM or you may combine Sterling/Magna with our Doral Display which is included in our Preferred Presence Program.

* Non-Preferred Presence Locations:

- Counter PCD Plan 4K	= \$44.00
- Doral CCD	= 6.00
- Based on ASM! EVD Unit	= \$15.00
	<u>\$65.00</u>

In lieu of a PCD, our special marketing display - counter SCDO is authorized at a rate of \$5.50 per month, **but only if competition does not have any self service displays.**

Thank you for your continued assistance with this very important chain and should you have any questions, please do not hesitate to contact me.

Thank you!

Sincerely,

Bill

Bill Roth
Chain Accounts Manager

BR:jc

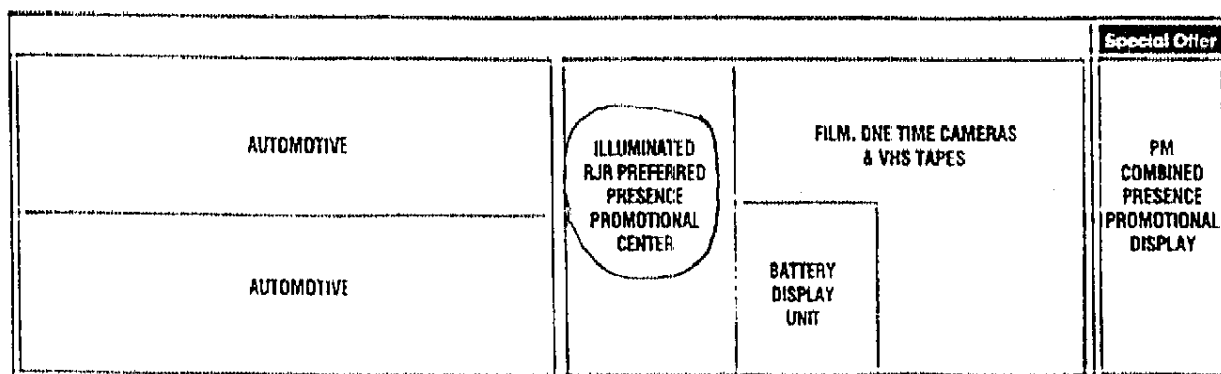
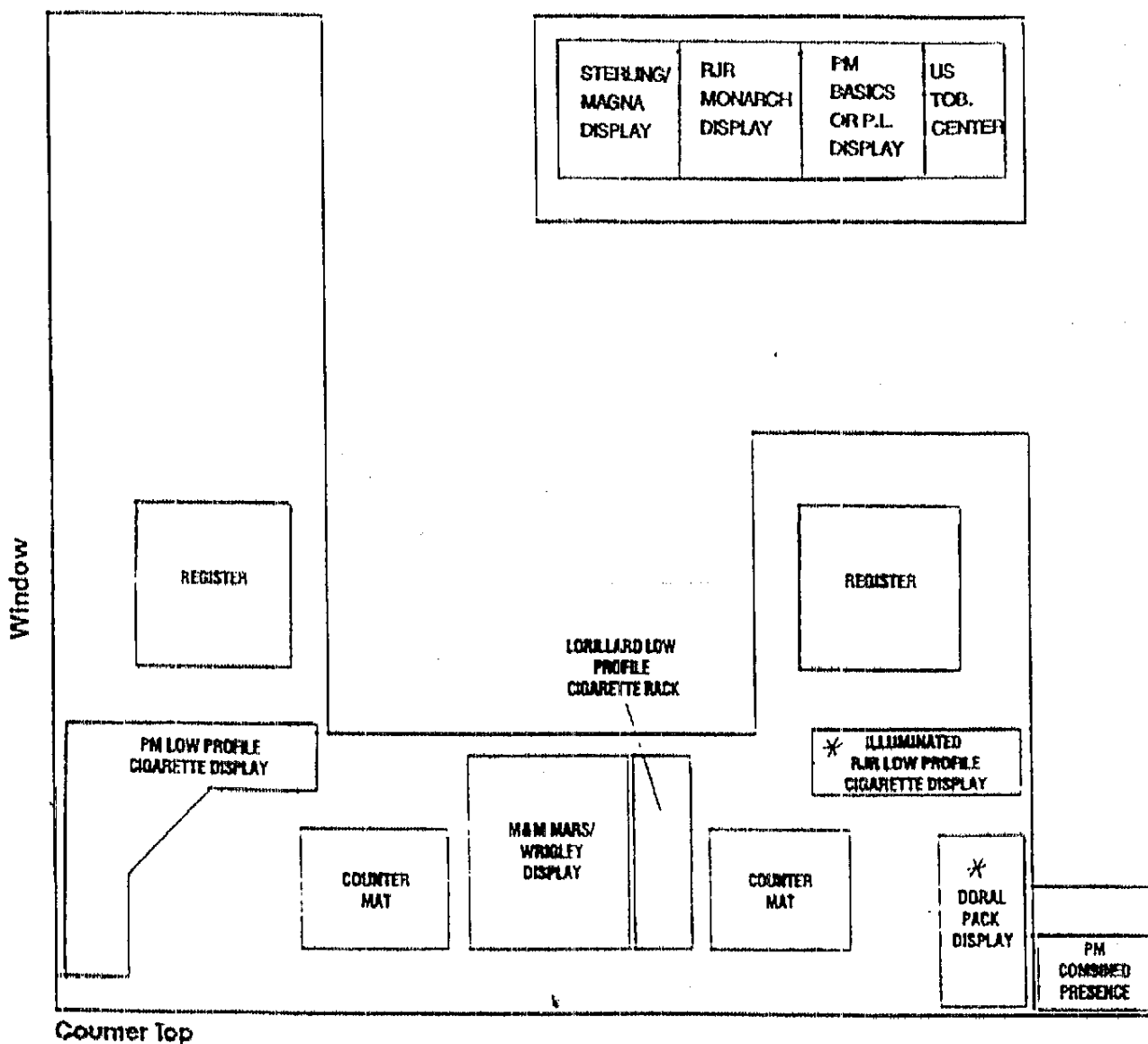
cc: RSM's
AVP's

Important note: As shown on the attached Plan-O-Gram, Monarch is authorized for all stores and should be displayed with excellent pricing execution. If Monarch is not priced at least parity with competitive PL/BW Brands i.e. Basic, then please advise.

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Transaction Counter

8' Two Register Counter Top and Under Counter Plan-O-Grat



Note: The above transaction counter is located on the left side of the store as you enter.
All display placements must be reversed if the counter is on the right side.